

TO: Tourism Advisory Committee

FROM: David Kleitsch, Economic Development Director

DATE: October 8, 2010

SUBJECT: Director's Report

Committee Membership

Koren Spas, Marketing Manager at Alderwood has applied to fill Position 7, Retail Representative, on the Lynnwood Tourism Advisory Committee. Koren previously served as Marketing Director at Alderwood and was a member of the TAC in 2007 and 2008. Koren has over 15 years experience in marketing and community relations and will be a great asset to our team. Position 6, Restaurateur remains unfilled. Please let Mary know if you have any suggestions for this position.

Smith Travel Report

Snohomish County lodging metrics for 2010 are as follows: occupancy is 65.4%, up 5.2% compared to YTD September 2009; RevPar is \$53.57, down less than 1%, and ADR is \$81.92, down 5.1%. By comparison, King County occupancy is 68.2%, ADR is \$115.51 and RevPAR is \$78.78. August represents the 5th straight month of occupancy increase in Snohomish County. Overall Snohomish County ranks 2nd in YTD occupancy, behind King County, 11th in ADR and 2nd only to King County in RevPar. As rates and occupancy increase in King County, Snohomish County will likely improve.

TPA Update

Progress continues on implementing the Snohomish County Tourism Promotion Area (TPA). The TPA board and the County are working to refine the motion, interlocal agreement and ordinance. A final draft is being reviewed by the TPA Board and the County. The County anticipates the interlocal agreements will be distributed this Fall for review by the local jurisdictions.

Countywide Strategic Tourism Plan

The Consultant team has delivered a preliminary Strategic Plan report to the County. County Staff is reviewing the report and will be releasing it to the public soon. No specific findings or recommendations were available at the time this memo was prepared. The TAC/LTAC will be provided with updates as they become available.

City of Lynnwood Budget Process

The City of Lynnwood budget process is underway. City departments are presenting their preliminary budget to Council this month and recommending cuts to help reach a balanced budget in FY2011-2012. A public hearing on the budget was held on October 4, 2010. The next step in the process is for the Mayor to present a balanced budget to City Council in November 2010. TAC/LTAC will be provided with regular updates as the budget process continues.

Next Meeting: November 11, 2010